R. Allan White
Full-stack designer

I am an interdisciplinary designer solving communication and business problems in organizations of all sizes. For 25 years, I've worked as a full-stack designer, web & interactive developer, presenter, animator and video editor, photographer, product and user experience (UX) designer.

Skills

UX & Product Design

When considering design solutions, I strive to understand the total problem.

I help teams clarify and prioritize business goals, strategy, and online mediums through proven Lean UX disciplines, research, content strategy, written and visual explorations, design artifacts and prototypes. I work hard to bring the right UX technique to bear (such as a card sort or journey map) and optimal level of fidelity (using tools like paper prototyping, Invision, Codepen.io, and Pixate) to convey the solution effectively as fast as possible. Stickies & whiteboards are my constant companions.

*UX Disciplines: Relative Strengths**
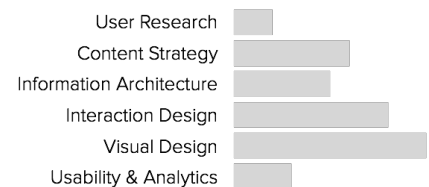
*Nick Finck at Amazon shared this model for UX team strength assessment.

Web & Mobile Design & Development

I deliver responsive, mobile-ready websites & apps. I have developed complete solutions with a variety of CMS and build systems, such as Statamic, Contentful, Wordpress and more. I'm comfortable with the leading static site generators. I embrace leading-edge front-end development and create fast-loading, high-performance web solutions, as well as custom-built pattern libraries to empower internal development teams.

Mastery of HTML5, CSS, a wide variety of templating systems & static site generators, Markdown, and comfortable with PHP, Ruby & Javascript.

Other technical skills include Git workflow, servers, web performance, responsive imagery, accessibility, animation, SVG.

Video & Motion Graphics

Cinematography, editing, color grading and post-production, editing, motion graphics & animation. Experience in high-volume workflow design, training, and asset management. Extensive mobile production experience in challenging environments in the US, Caribbean, and Africa.

I'm a veteran of high-stakes live events, and I learned to work very fast under intense pressure.

After Effects, nodal compositors, Premiere, Flash, Davinci Resolve, Final Cut Pro X, Motion, Keynote, CatDV, ProPresenter, Quartz Composer.

Digital filmmaking, sound & music editing.

Design & Photography

My journey began with the disciplines of design: art direction & branding development in print, digital, and motion. I'm keenly interested in design systems, "design ops", automation, and building effective design teams through training, mentoring, and tooling. Photography is close to my heart; in addition to teaching photo workshops and photojournalism work, I continue to shoot professionally when time permits.

Adobe Creative Suite, Figma, Sketch

Presentation design, public speaking, and training

A true craftsman is one who teaches and mentors others. One of my true passions is educating, training, and casting vision among clients, users and team members.

Keynote, ProPresenter, endless practice

503.799.2217 @allanwhite linkedin.com/in/allanwhite hello@allanwhite.design allanwhite.design behance.net/allanwhite

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Experience

Datica Health
Design Lead, Marketing

January 2016 — Present

I design and build Datica's public brand, through the website, email, print, trade shows and events, video, podcasting, and even books. Created a variety of web-based solutions for interactive experiences, architect content management solutions and workflows, and conduct training & skill-building workshops.

HealthSparq
Senior User Experience Designer

October 2013 – December 2015

At HealthSparq, I created a scalable design system & pattern library for Healthsparq One apps. Our product was a search platform to help people to quickly find health care at the best quality and price. I designed review experiences, notification systems, our doctor profile experiences, and application style through our Ember pattern library. Along the way I designed and developed healthsparq.com to empower the marketing team's efforts to move pre-qualified leads through the sales funnel, and to recruit the highest-quality talent.

Luis Palau Association
Video & Live Event Designer/Web Developer

February 2006 – July 2013 (7 years 6 months)

Web & mobile development, user experience design, all aspects of video & motion graphics production, presentation design, event production, event photography, art direction, social media marketing. Helped LPA raise $20m+ through fundraising work.

R. Allan White Design & Multimedia
Freelance Digital Designer

June 2001 – February 2006 (4 years 9 months)

Produced and designed high-quality print, web, Flash, multimedia and video work for a variety of clients, agencies, and industries, including HP, Intel, Epicor, EMI Music, Primavera Systems, Universal Studios, Verve Records, and Copper Mountain Resorts.

Strobeck Design, Inc.
Rich Media Director

December 2001 – February 2003 (2 years)

Directed, planned, budgeted and engineered all types of audio, video, web and interactive projects. Performed high-level content development, IA, writing and editing.

White Horse
Interactive Art Director

March 1998 – February 2001 (3 years)

Designed and directed interactive experiences for companies like EMI, HP, and Sony Pictures. Created workflows and established asset-management strategies. Trained other team members in the latest tools & technologies.

Education

Harding University
BFA, Graphic Design

August 1991 – December 1994

Need a flexible, seasoned, and skilled full-stack designer who can see the big picture?

Contact me today.